

12 DAY FULL TIME ADVANCE DIGITAL MARKETING DIPLOMA

**100% Practical ASSIGNMENTS
JOB READY COURSE**



®

**Full Time
11am-5pm**



**WITH
INTERNSHIP
OPPORTUNITIES
& HANDS ON
PROJECTS**



12 Day Program | Monday to Saturday | 11am - 5pm

LIVE ONLINE TRAINING CLASS ON ZOOM

- 12 DAYS FULL TIME 81 Hours
- 45+ Modules
- 12+ Certifications
- 100% Job Assistance
- Basics To Advance Level
- 18 Assignments & Projects
- 90% Practical + 10% Theory
- No Technical Background Needed



CLASSROOM TRAINING DADAR/MATUNGA & ANDHERI

- 12 DAYS FULL TIME 81 Hours
- 45+ Modules
- 12+ Certifications
- 100% Job Assistance
- Basics To Advance Level
- 18 Assignments & Projects
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BATCH TIMINGS (12 DAYS)
11AM - 5PM

MONDAY to SATURDAY

DADAR / MATUNGA W & ANDHERI W

Who can join?



BUSINESS OWNERS

Of STARTUPS, SMALL, MEDIUM BUSINESSES



WORKING PROFESSIONALS

Marketing, Finance, MBA, PHD, MMS, PG, Engg



STUDENTS & GRADUATES

BCOM, BMM, BBA, BMS BFF, BA, BFM ENGINEERING, UNDER GRADUATES.



JOBSEEKERS & FREELANCERS

WORK FROM HOME, GRAPHIC & Web Designers, HomeMakers PART TIME OPPORTUNITIES.

Eligibility to do this Course : Basic Computer Skills Required

81 Hours

A FULL TIME BATCH in ADVANCE DIGITAL MARKETING DIPLOMA [ADMD]

[LIMITED SEATS FEW seats ONLY]

12 DAY Full Time PROGRAM



DAILY BATCH
MON-SAT

TIMINGS
11am - 5pm



QUICK MASTERY IN JUST 12 DAYS

- PERFECT FOR **INDIVIDUALS** LOOKING TO **UPSKILL FAST** OR **TRANSITION INTO A NEW CAREER QUICKLY.**



COMPREHENSIVE CURRICULUM WITH 45+ MODULES

- YOU WILL BE AN **EXPERT & WELL-VERSED** IN **EVERY ASPECT** FROM **SEO** TO **SOCIAL MEDIA MANAGEMENT** AND **PAID AD STRATEGIES.**



FULL-TIME, INTENSIVE "CLASSROOM" LEARNING

FROM **11 AM TO 5 PM** MEANS YOU'RE COMPLETELY IMMERSSED IN **DIGITAL MARKETING FOR 12 DAYS**, YOU **RETAIN, FOCUS AND EXECUTE FASTER**



HANDS-ON LEARNING WITH REAL-TIME PROJECTS

ENGAGE IN **PRACTICAL, HANDS-ON PROJECTS. REAL-WORLD CASE STUDIES & ASSIGNMENTS** PREPARE YOU TO **HANDLE ACTUAL BUSINESS CHALLENGES**

COURSE FEES

Original Fees ~~69,990~~

Save Upto 50%
Offer Rs. 38,990

→
"Early Bird Offer"
Fees 29,990
→

All Inclusive of 55+ Modules
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18+ Projects & Submission

Fees:

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Accelerate Your Career



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TRAINEES FROM

Our Syllabus Is Taught To The Leading Global Brands



Poonam Mashru – CEO & Founder



DIPEN MASHRU : FOUNDER
[LINKEDIN PROFILE](#)

Professional Training by **Mentor** – Our Founders
who will take you step by step into the Digital Marketing World!

Get your Questions answered Real time by Professional &
Experienced Digital Marketing Coach
9833900330 / 98333900110 for Counselling



→ [9833900110](tel:9833900110) | [9833900330](tel:9833900330) | [WEBSITE www.dmti.mobi](http://www.dmti.mobi)



ADVANCE DIGITAL MARKETING DIPLOMA (ADMD)



✓ 9 Reasons to JOIN DMTI SOFTPRO

1. 15+ Years of Experience. TRAINED OVER 31,500+ Students
2. 100% Practical in Classrooms with AGENCY ASSIGNMENTS
3. CREATE Digital MARKETING Plans & Quotes like an AGENCY
4. Experienced TRAINERS - with AGENCY Experience ✓
5. Learn DIRECTLY from FOUNDERS regarding Strategies
6. Simple & Easy to Understand Course Material
7. Classroom Training Offline & LIVE Online
8. 100% Job Assistance
9. Dedicated Placement Team





ADVANCE DIGITAL MARKETING DIPLOMA (ADMD) 45+ Modules

Module 1 : SEO : Search Engine Optimization (On-page & Off page)

KEYWORD RESEARCH

- Keyword Proximity,
- Keyword Density,
- Keyword Analysis
- IMAGE OPTIMIZATION
- Internal Link Building
- Robots file Optimization
- URL renaming/re-writing

ON-PAGE OPTIMIZATION

- META TAGS Optimization
- CANONICAL Tag
- Website Analysis
- Heading Tags in Contents
- Header Keyword Optimiz
- Footer Keyword Optimiz

OFF-PAGE OPTIMIZATION

- Directory Submission
- Deep Linking - Press Release
- Article writing/directory
- Classified submissions
- **Competitor ANALYSIS**
- Creating Competitor Report.



Module 2 : ADVANCED SEO : (Technical Seo & Web Audit)

TECHNICAL SEO

- GOOGLE SITE MAPS
- Sitemap Creation, XML
- ROBOTS Tag & Robots.txt
- COPYSCAPE
- 301 / 302 Redirection
- Duplicate Content Issues
- 404 / 304 Coding
- SSL Certification
- Schema



WEBSITE AUDITING

- Importance Of Website Audits
- Website Usability And User Experience
- Content Audit
- EVALUATING the Quality & Relevance
- Identifying Ways To Improve Website Conversion Rates
- ASSESSING Individual Web Pages for Use Of Keywords
- ASSESSING Meta Tags, Headings, And Content Optimization
- Assessing Link Quality
- Evaluating The Website's Overall Authority

Module 3 : ADVANCED SOCIAL MEDIA Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING

- Types of social media / Key terms to understand
- How Social Media influences audience & Google Rankings
- Developing Unique Content, Positioning And Voice Integrating Social Media into your website & blogs.
- How to choose right social media for your business/brand.
- Behavioural & cultural standard for social media. Linking all Social Media Accounts.

Module 4 : TWITTER Marketing & Optimization



- Introduction to Twitter Marketing
- Growing and Engaging Your Twitter Audience
- **Twitter Advertising and Promoted Content**
- **Twitter Analytics and Tracking**
- How to increase your Followers
- BUILD A VOICE: Retweet, Reply, React MENTION

- Creating an Effective Twitter Profile
- Content Strategy for Twitter
- **EXPLORE ADVANCED FEATURES**
- **TWITTER ADS Marketing**
- **Campaigns.** Followers Target, Retweet
- **HASHTAG & LINK TWEETING**



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Module 5 : FACEBOOK Marketing & Optimization (META BUSINESS)

FACEBOOK Marketing & Advertising | **Campaign** Creations & AD's
Managing & Promoting Ads | Promote Facebook pages
Advertise on Facebook (PPC) | Creating **Video ADS**,
 Brand Awareness | **LEAD Generation – Creating FORMS**
 Targeting the Right Audience | **Strategizing** Location, Interest, Demographics |
 Facebook **ENGAGEMENT TIPS** |
BIDDING | **CONVERSIONS**
REMARKETING – Retargeting Visitors
 In-page Analysis / **ANALYTICS** : **Analytics and Tracking**



Module 6 : INSTAGRAM Marketing & Optimization

- **INSTAGRAM ADS & STRATEGY**
- Setting up **INSTAGRAM BUSINESS**
- Using & Creating **REELS**
- **INSTAGRAM TOOLS**
- Instagram **HASHTAGS** Strategy
- **TARGETTING ADS** & Running them
- Using **Stories** & Creating **HIGHLIGHTS**
- **PLANNING AND CREATING CONTENT**
- **USING CREATOR STUDIO**



Assignments
& Presentation

Module 7 : LINKEDIN Marketing & Optimization

- How to **CREATE LINKEDIN COMPANY PAGES**
- **LINKEDIN JOB SEARCH**
- Finding the right **JOB** on LinkedIn
- **LINKEDIN LEAD GENERATION**
- Generating high quality leads for Business |
- **OPTIMIZING YOUR LINKEDIN PROFILE** |
- Using LinkedIn Settings, LinkedIn Groups
- | **LINKEDIN AD'S - How to Advertisd & run Campaigns on LinkedIn** |



Module 8 : YOUTUBE Marketing & Optimization

- Creating **YOUTUBE Channels** | Settings & Creation
- Creating & Managing **PLAYLIST** | Editing & Description
- **VIDEO Settings** | **YouTube SEO Optimization.**
- How to Manage, Promote & Advertise on YouTube
- **YouTube Channel** | - YouTube Creator Studio
- YouTube Upload | YouTube Editor | YouTube SEO
- YouTube Ads | Create Successful YouTube Campaigns
- YouTube as an Affiliate. How to Monetize?
- **ANALYTICS OF YouTube Videos**





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Module 9 : PINTEREST Optimization & Backlinks

- Inbound marketing methodology
- **Pinterest Tools, Creating BACKLINKS for SEO**
- Pinterest for Business, **Traffic Generation.**
- Set up Your business account on Pinterest
- Create boards that reflect your business - Engage with your audience
- Get Traffic to your Website. . etc

Module 10 : SEM – Search Engine Marketing

- Introduction to SEM and its role in digital marketing – with Google ADS.
- Keyword research and selection for effective ad targeting.
- Creating compelling ad copy and relevant landing pages – Google Ads.
- Understanding bidding strategies and budget allocation.
- Targeting options for reaching the right audience.
- Tracking conversions and measuring campaign performance.
- Utilizing ad extensions to enhance ad visibility - with Google Search Ads.
- Analyzing campaign data - with Google Analytics.
- Generating comprehensive SEM reports for clients.



Assignments
& Presentation

Module 11 : Google ADS with GOOGLE Certification

PPC TRAINING INTRODUCTION

What is Pay per Click Marketing
Importance & Benefits of PPC
Other Pay-Per-Click Providers
What is Google AdWords?
How to set up PPC Campaign
GOOGLE ADWORD NETWORKS
Search- Searching on Google
(.Com, .in, .ph etc.)
Search Partners- Google, Site Search
SET-UP PPC CAMPAIGN
PPC campaign Navigation

Use Multiple Account

"CLICK-THROUGH-RATES" CTR

What is Impression?
What is "Cost/Conversion"?
What is Tracking Code?

WHAT IS KEYWORD RESEARCH?

Diff between SEO & PPC keywords
Keywords popularity, Search Volume Categorize Keywords in Ad groups. Keyword Types: Broad, Exact, Phrase

CREATE EFFECTIVE ADS AD GROUPS

Measurement of Title, URL,
Ad that produces better ROI

Practical
Project



Module 12 : GOOGLE ADS (Google Certified) Search & Display Network

✓ WHAT IS QUALITY SCORE?

How Quality Score Effect on Bids? How to Increase Position on Search?

✓ BID FOR AD POSITION/ BID MANAGEMENT

User Define bids/Automatic Bids Importance of bidding techniques Competitors Analysis for bidding

✓ WHAT IS LANDING PAGE?

Ads versus Landing Page
'Call to Action'/Cost/Conversion

✓ DISPLAY NETWORK CAMPAIGN

(Creating Image/Video/Text/Flash Banner)

Navigation through Menus

Home/Campaigns/Opportunities/

Tools & Analysis,
BIDS & BUDGETING , Billing Account

✓ VIDEO MARKETING

Learn to Give Ads on Youtube Videos, In-stream Video Marketing, Bumper Ads, Display Ads on Youtube

✓ APPS MARKETING

GOOGLE Certification



Assignments

WORK ON AGENCY
ASSIGNMENTS





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Module 13 : Ecommerce, VIDEO, App GOOGLE Ads (Certified)

- Google Video Ads: Explore the world of video advertising on Google's ad platform.
- **Video Ad Formats:** Different video ad formats, such as TrueView, Bumper ads, and In-stream ads.
- **Targeting and Audience Segmentation:** Understand how to target specific audiences based on demographics, interests, and behaviors.
- **Video Ad Creation:** Master the art of creating compelling video ads using Google's creative tools.
- **BIDDING AND BUDGETING: Discover bidding strategies and budget management for ad campaigns.**
- **Performance Measurement:** Utilize analytics to measure the effectiveness of video ads and optimize campaigns for better results. **ECOMMERCE – SHOPPING ADS**

Module 14 : PERFORMANCE Max - Google Performance Marketing

- **Google Performance Max Ads Course:** Unlock the potential of Google's Performance Max Ads, the latest innovation in online advertising.
- **Comprehensive Overview:** Learn how Performance Max Ads utilize machine learning to deliver optimized ad placements across various Google platforms.
- **Maximize Campaign Performance:** Understand how to create, launch, and optimize Performance Max Ads for maximum return on investment (ROI).
- **Multichannel Reach:** Discover how Performance Max Ads extend your reach across YouTube, Display, Search, and Discover networks.
- **Real-time Performance Tracking:** Utilize data-driven insights to monitor ad performance and make data-backed decisions for campaign success.

Module 15 : Remarketing & Conversion GOOGLE Ads

- **Standard remarketing:** Show ads to your past visitors, Display Network websites and use Display Network apps. **Dynamic remarketing:** Boost your results with DYNAMIC REMARKETING, Remarketing for mobile apps, Remarketing lists for search ads, Video Remarketing.
- **HOW CONVERSION TRACKING works on Website:** Purchases, sign-ups, actions that customers take!
- **Conversion Tracking:** Learn to set up and optimize conversion tracking to measure and improve campaign success.
- **Remarketing Strategies:** Explore advanced remarketing techniques to target and re-engage previous website visitors and customers.
- **Data-Driven Decision Making:** Utilize remarketing data to make informed decisions and boost ad performance.

Module 16 : Advanced Ads [MCC] GOOGLE Merchant Centre

Google Ads MCC (My Client Center) is a centralized dashboard for managing multiple Google Ads A/c

1. Access and manage multiple accounts with a single login, streamlining campaign management.
2. Perform bulk edits and updates across multiple accounts simultaneously, saving time and effort.
3. Efficiently track and analyze performance data for all accounts in one place.
4. Use MCC to create and apply custom rules for automated optimizations.
5. MCC offers consolidated billing options for simplified payment management.
6. Access Google Ads features and tools across all linked accounts.
7. Receive notifications and alerts for account-related updates and issues.
8. Suitable for agencies, digital marketers, and businesses managing multiple client accounts.





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Module 17 : GOOGLE ANALYTICS (Certified)

1. Introduction to **Google Analytics And Its Role In Web Analytics. (With GOOGLE Certification)**
2. Understanding key metrics and data points, such as sessions, pageviews, and bounce rate.
3. **Setting Up Google Analytics On Websites To Track User Behavior And Website Performance.**
4. Analyzing audience insights, including demographics, interests, and device usage.
5. Utilizing goal tracking and conversion tracking to measure website success.
6. Interpreting data to make data-driven decisions for website optimization.
7. **Generating And Interpreting Reports** to present meaningful insights to clients.

Module 18 : MOBILE Marketing

MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. Adwords UNIVERSAL APP Mobile Marketing & PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. There are a number of factors in App marketing, including branding, keywords, and competition. .etc.

Module 19 : GOOGLE AdSense – learn to make money online

1. Introduction to Google AdSense (MONETIZATION)
2. Learn how it enables website owners to earn revenue through ad placements.
3. Setting up and integrating Google AdSense on websites to start displaying ads.
4. Understanding ad formats and placement strategies for optimal ad performance.
5. Monitoring ad performance and analyzing metrics such as CPC, CTR..etc.
6. Implementing best practices to increase ad revenue and user engagement.
7. Exploring advanced features and ad customization options.

Module 20 : HUBSPOT Certifications

1. HubSpot certification validates expertise in enhancing professional credibility.
2. **SOCIAL MEDIA CERTIFICATION**
3. **EMAIL MARKETING CERTIFICATION**
4. **Employers value HubSpot certifications** as they indicate a commitment to staying informed about the latest **marketing trends and best practices**.
5. Certified professionals can leverage the HubSpot partner network and community for career opportunities. **Hubspot Certification Makes Candidates More Attractive To Potential Employers.**

Module 21 : BLOGGING – create a blog

1. Introduction to Blogger: Get started with the basics of Blogger
2. Blog Setup and Customization: Learn how to create and customize a professional-looking blog with themes, layouts, and widgets.
3. Search Engine Optimization (SEO): Discover SEO best practices to increase your blog's visibility and attract organic traffic.
4. Monetization and Growth: Explore strategies for monetizing your blog and building a loyal audience for long-term success.





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Module 22 : EMAIL MARKETING		Module 23 : O R M	
EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business. Includes EMAIL MARKETING HUBSPOT CERTIFICATE.		ONLINE REPUTATION MANAGEMENT ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The reputation management companies, have made it primarily an issue of search results. You learn how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.	
Module 24 : Google Business Profile –Google map listing			
<ul style="list-style-type: none"> ➤ Introduction to Google Business Profile: Online visibility and customer engagement. ➤ Setting up a Google Business Profile: Learn step-by-step instructions to create and optimize a compelling business profile on Google My Business. (Certified) ➤ Navigating the Dashboard: Create Services & BACKLinks ➤ Managing Business Information: Discover how to update business details, hours of operation, and contact information to keep customers informed. Customer Reviews and Responses. ➤ Insights and Analytics - track user interactions and gain valuable data for decision-making. ➤ Local SEO Strategies: Improve ranking on Google's search results and maps. GOOGLE CERTIFICATION 			
Module 25 : Google Webmaster Tools			
GOOGLE WEBMASTER TOOLS Search Console, What is Webmaster Tools Site working on Search Console Refine personal & site settings Manage & Monitor your site		Search Traffic, Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors	
Module 26 : LANDING Page Technique			
1. Elements of Landing Page. 2. Acquiring Stunning Landing Pages 3. Lead Grabbing Themes & Plugins. 4. CTA Placement & Optimization 5. Landing Page from third party sites.			
Module 27 : How to Start a Digital Marketing Agency			
1. How to Start a Digital Marketing Agency 2. Where do I get my clients from, places and areas to look for? 3. Approach and Strategies to Convert your prospective clients 4. How to Pitch to your clients, prove Digital Marketing is superior 5. Target Oriented Marketing - Impress with Analytics 6. LEARN to Define Your Agency's Niche, Target Audience, Services to Differentiate & Attract Clients			





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Module 28 : WORDPRESS Website

1. **CREATING A WORDPRESS WEBSITE:** Personalize your brand, customize your site, Have control over the look and feel of your website, from Its domain name to its layout, No designing skills needed, Templates, **Create a Professional Responsive & Mobile Website.**
2. **Introduction to WordPress: Content management system (CMS) on the web.**
3. **Website Setup and Customization:** Learn to create, configure, and personalize stunning websites using a wide range of themes and plugins.
4. **Content Creation and Management:** Master the art of crafting and organizing engaging content, including blog posts, pages, and media elements.
5. **Troubleshooting and Maintenance**

Module 29 : CONTENT Marketing

1. Introduction to Content Marketing: Importance of content marketing in modern digital strategies.
2. Content Creation and Strategy
3. Content Distribution and Promotion
4. Content Metrics and Analytics
5. Content Optimization and SEO
6. Master the art of optimizing content for search engines
7. Using AI Tools for Content Creation & Visual Communication

Module 30 : Design Graphics (CANVA) – create professional graphics

- **Graphics Effectively Communicate,** Visual Representations Of Information. Create Graphics For Clients & Social Media.
- **Introduction to Canva Graphic Design:** Dive into Canva's user-friendly platform for creating stunning visual content.
- **Designing: Learn essential design principles, color theory, typography, and layout techniques.**
- **Creating Custom Graphics:** Master the art of designing custom graphics, logos, social media posts, and marketing materials.
- **Templates and Collaboration:** Explore Canva's vast library of templates and collaborate with team members on design projects.
- **Practical Projects:** Apply your skills to produce eye-catching designs for personal and professional use.

Module 31 : MEDIA Buying & Selling

MEDIA BUYING is the business of purchasing advertising space, Media Buying comes in different formats, such as banner ads, text ads and video ads. Why should you definitely use Media Buying for our business?

Media Buying and Selling: Delve into the world of strategic media buying and selling in the digital landscape. Benefits and Advantages.

Boost Advertising Proficiency: This course empowers advertisers and publishers to enhance their media buying and selling expertise for successful ad campaigns and revenue generation.



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Module 32 : Content Writing Principles ✍️ (Certified)

1. Writing Principles & Learn to Write Headlines for your Ads. How to increase your CTR using Content Writing skills. **You will LEARN the Psychology behind Online Writing & Visitor Behaviour. Introduction To Content Writing:** Learn To Create Compelling And Engaging Content.
2. **Writing Techniques and Styles:** Different writing styles, tone, and techniques.
3. **Crafting Captivating Headlines:** Master the skill of crafting attention-grabbing headlines and subheadings to hook readers.
4. **SEO Writing:** Learn to incorporate SEO principles into content to improve search engine visibility.
5. **Content Editing and Proofreading:** Discover essential editing and proofreading techniques.
6. **Writing for Different Platforms:** Create content for blogs, websites, social media, and marketing ads.
7. **PRACTICAL ASSIGNMENTS:** Practical exercises and real-world writing projects.

Module 33 : AFFILIATE Marketing – how to make money online

1. **Introduction to Affiliate Marketing:** Affiliate marketing is the process of earning a commission by Promoting other people's (or company's) products. **You Find A Product You Like, Promote It To Others And Earn A Piece Of The Profit For Each Sale That You Make.**
2. Gain a comprehensive understanding of the affiliate marketing industry.
3. **Affiliate Program Selection:** Learn how to identify and choose the right affiliate programs and products to promote for maximum profitability.
4. **Affiliate Promotion Strategies, Performance Tracking and Analytics**
5. **Monetization and Scaling. at DMTI SOFTPRO YOU WILL LEARN HOW TO EARN COMMISSION FROM AMAZON, FLIPKART ...ETC.**

Module 34 : LEAD GENERATION

Every businessman wants leads to his business:

1. How To Create Your ‘Bribe’ Offer.
2. Create A High Converting Page
3. Joining Give Away Events.
4. Adding Your Offer to Thank You Page. 5. Ad Swaps

Module 35 : FREELANCING Techniques & Business

1. Freelancing Website, Best practices,
2. Registering on Freelancing Web sites,
3. Applying for online jobs,
4. Micro job sites - application & posting.
5. Forum promotions, Accepting payments

Module 36 : Forum Ad Marketing - QUORA

- **Creating a Marketing Plan on Forums.** Learn to Create Ads on Quora and target your relevant Audience with Keywords, Location and Topics.
- **Quora Ads:** Learn the potential of Quora's advertising platform to reach a highly engaged audience.
- **Ad Creation and Optimization:** Master the art of creating compelling ads and optimizing them for maximum impact.



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Module 37 : WHATSAPP Techniques & Marketing

1. How to Use WHATSAPP for BUSINESS.
2. Sync your mobile and create Auto Messages via the platform.
3. Creating Personalised Business for Lead generation
4. Updating Social Media Platforms, Catalogues..etc.
5. Run Ads on Whatsapp - Via the META Platform

Module 38 : GOLD SUBSCRIPTION



- ✓ Access to **ONLINE DIGITAL LIBRARY** -
 “1 Year **GOLD** Subscription” to Online Recorded Videos.
Modules+ Catch up on **Missed Lectures & Revise Modules**
- ✓ ****WORTH Rs.36,990 “DIGITAL FREEDOM LIFE”**

Module 39 : Digital Marketing Strategy and Planner

1. Introduction To Digital Marketing Strategy And Planner – **LEARN TO CREATE AND PRESENT**
2. Understanding A Well-Defined Digital Marketing Strategy For Business Success.
3. **Creating A Step-By-Step Plan To Achieve Marketing Objectives Using Various Digital Channels.**
4. Developing A Comprehensive Digital Marketing Plan
5. Channel Selection And Integration
6. Implementing Data-Driven Insights To Refine The Strategy
7. Adapt To Changing Market Trends.



Module 40 : INFLUENCER Marketing

Introduction to Influencer Marketing: Explore the power of influencer marketing in today's digital landscape.

Identifying Influencers: Learn to identify the right influencers for your brand and target audience.

Influencer Campaign Strategies: Discover effective strategies to plan, execute, and measure successful influencer campaigns. **Building Influencer Relationships.**

Module 41 : VIDEO Creation Pro-Tool

Introduction to Canva Video Creation: Explore Canva's video creation tools and capabilities. Make beautiful videos online easily, how to make Bumper Ads Video movies, Promo ads.

Creating Engaging Videos: Learn to design captivating videos using Canva's templates and assets.

Editing and Customization: Learn to edit and customize videos with text, graphics, and animations.

Exporting and Sharing: Master the process of exporting videos, sharing them on social media & websites.

Practical Projects: Apply your skills to create stunning videos, social media ads to promotional content.

Module 42 : CHATGPT AI (Artificial Intelligence) & Prompt Engg. Skills

- Introduction to CHATGPT
- Creating Account & Signup Chatgpt
- Using ChatGPT
- How to use Prompts
- Errors with ChatGPT
- Short Story



- Legal and Copyright Templates
- Cover Letters and Resumes, Blogging Articles
- **ADVANCE PROMPTS : Enhancing AI Interactions**
- Summarization and Keyword Extraction
- **Prompt Formation, Complexities of Prompting**
- **Clarity, Context, Specificity, Iteration**





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<p>Module 43. Personal Branding</p>	<ol style="list-style-type: none"> 1. Define personal branding. 2. Understand the main concepts about personal branding. 3. Identify one's personal work values, abilities, skills and values. 4. Creating an Online Presence Strategy for self 5. Understand Branding and Implementing Self-branding.
<p>Module 44. Interview Preparation</p>	<ol style="list-style-type: none"> 1. How do you introduce yourself in digital marketing interview? 2. What should I say in digital marketing interview? 3. How to Answer Technical Jargon Questions 4. Learn to Answer the 3 types of Digital Media Questions? 5. How to Answer Futuristic Questions? 6. PREPARING FOR QUESTIONS ASKED IN THE INTERVIEW
<p>Module 45. Building Resume</p>	<ol style="list-style-type: none"> 1. Best Resume Writing Strategies & Tips 2. Creating Your Resume with Attractive Graphics 3. How to Lead with Your Best Information 4. Learn to Create a Format that Is Easy to Read 5. Do's and Don'ts of Resume - What to Add? 6. Creating a Professional & Uniform Look of Your Resume



Best Digital Marketing Course 100% Internship & Job Assistance

🔔 Course HIGHLIGHTS

<p>✓ 12+ Certifications</p>		<p>Access to Missed Lectures*</p>
<p>✓ 15+ Professional E-Books</p>		<p>Google Certifications</p>
<p>✓ Classroom Online Training</p>		<p>HubSpot Certifications</p>
<p>✓ AI Artificial Intelligence Tools</p>		<p>Google Certified Faculty</p>
<p>✓ 90% Practical Training</p>		<p>100% INTERNSHIP OPPORTUNITIES</p>

🕒 Limited Time Offer 🕒 Save upto 50% on FEES



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**CAREER
SCOPE**
➔



**Salary
15k to 35K
per month**

“Believe You Can. . . . and You are half way there” **T Roosevelt**



**31390+
Happy Students**
**DREAM BIG,
AIM HIGH**
"Nothing can
ever replace
Hardwork"



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a call back** 

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 **Chat on WhatsApp** 



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✓ TOOLS YOU WILL LEARN → 45+ Modules

✓ TOOLS YOU Will Master



Google Sheets



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Tools You will Learn to Operate



TOOLS YOU Will Master



Google Mobile Ads



WORDPRESS



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"HAPPY STUDENTS = HAPPY BATCHES = JOY OF LEARNING" REAL CLASS IMAGES



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★ Digital Marketing CAREER Scope ★

CAREER OPTIONS after COMPLETING YOUR COURSE

- Digital Marketing Executive
- SEO Executive
- Digital Media Managers
- Junior Digital Marketing Specialist
- Digital Agency Account Manager
- SEO Auditor
- Search Engine Marketing Executive
- Social Media Branding Executive
- Pay-Per-Click Managers
- SEM/SEO Specialists
- Content Strategists
- E-commerce Specialist
- Brand Marketing Expert
- Email Marketing Executive
- Social Media Marketers
- Digital Marketing Associate Intern
- Content Marketer
- Blog & Web SEO manager
- Digital Project Managers
- Digital Marketing Consultant



With



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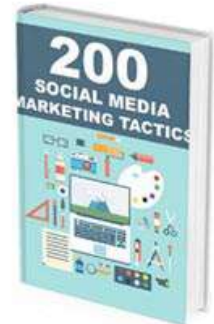
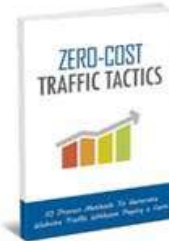
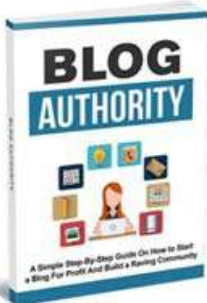
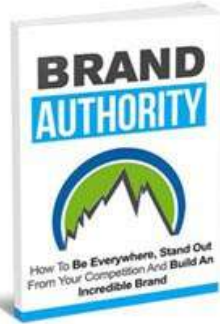




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★ LIVE AGENCY PROJECTS & ASSIGNMENTS

✓ In The Context of An Assignment In Digital Marketing, "Live Projects" *Refer To Real-World Projects* Or Campaigns that Students are Required to Work On as Part of Your Coursework.



✓ These Projects *Involve Businesses* Or Clients and are Conducted *with Real-Time Websites*, & Comply to Hypothetical & Practical Assignments.



✓ The **Purpose of Live Projects** is to *Provide Students with Practical Hands-On Experience In Digital Marketing*.

✓ By Working On Live Projects, Students Can Apply Their Practical Knowledge To Real Situations, *Gain Insights into Industry Practices, and Develop Problem-Solving Skills*.

✓ **This Approach Allows Students to Learn from Real Challenges**, *Create Digital Marketing Plans Like An Agency*

✓ **Make Professional Quotations, Planners**

✓ **Learn to Start a Digital Marketing Agency**



*Ultimately, Live Projects Help Students become **Better-Prepared Professionals** In the Field Of Digital Marketing.*



Assignments



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4.7/5 CUSTOMER REVIEWS

97% COURSE COMPLETION RATE

STUDENT GALLERY ↘ ↙ ↘



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Vinayak Katkar

5 reviews

★★★★★ 8 months ago

I did my advance digital marketing course at dmti softpro. I had a good experience. I got to learn many new things like SEO, google adwords , social media marketing....

They introduced me to the world of digital marketing and helped me pursue my goals with much ease, without any obstacles. They even guided me with job assistance and I thank them dearly for that.



BHAVESH BAROT

1 review

★★★★★ 2 months ago

My experience of doing digital marketing at DMTI SOFTPRO course was very nice and experience was nice. The quality of education, the practical approach to learning, and the support provided have all contributed to my growth as a digital marketer.



Abdul Azim Abdul Karim Maniyar

1 review

★★★★★ 8 months ago

I did my advanced digital marketing course at dmti softpro. I have good experience specially I have enjoyed GOOGLE ADWORDS,SOCIAL MEDIA MARKETING AND SEARCH ENGINE OPTIMIZATION.They take me in digital world to make easy to learn the digital marketing and dmti softpro given the special offer for the 100% job assistance this help us to get job easier Thank you dmti softpro for giving such a good experience.



Sakshi Chavan

2 reviews

★★★★★ a year ago

I would like to share that, I have completed Advance Digital Marketing Diploma course from DMTI Softpro - Thane branch. I enjoyed learning here because the teaching faculty is nice, kind, supportive & most importantly doubt solver which helped me alot in learning. It was a great experience throughout my course, Thank you! DMTI. And I assure you that this course will make you expert in Digital Marketing.





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Aniket Gholam
 8 reviews · 8 photos

Review

4.9/5 ★★★★★ 891 Reviews

★★★★★ 2 months ago

I discovered DMTI on social media while searching for a digital marketing institute in Mumbai. It's the best place to learn about digital marketing. The Sunday masterclass is really beneficial to me in developing plans for all of the platforms covered in the course. The teachers are well-trained and experienced, and the classroom climate is lively.



simran banwait
 Local Guide · 6 reviews · 14 photos



★★★★★ 6 months ago

DMTI has helped me clear all my doubts about Digital Marketing and also I got such an amazing overview about all the fields I can further pursue my career into. Dipen Sir used to give live examples from the market and also he made us exposed to how actually Google ads work. It was really great to do the Digital Marketing Course at DMTI. I also got internship while I was doing the course. Sir cleared my doubts which I was facing through my internship.



Alisha Crasto
 Local Guide · 19 reviews · 49 photos



★★★★★ 3 years ago

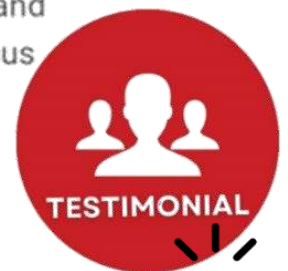
DMTI softpro has given me an opportunity to widen my knowledge and get to know how interesting Digital marketing is. There are a lot of aspects and they are indeed interesting. The faculty is very professional and they focus on complete practical work. The experience was great and inspiring.



SHAIKH PARVEZ
 1 review

★★★★★ 6 months ago

I recently completed my digital marketing course at DMTI softpro had a great experience in this institute. This has been one of the best learning experiences I've ever had. This has been one of the most amazing opportunities for growth I've at any point had. The class was really intuitive and the educator thought us ideas and cleared questions in an exact manner.





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TUSHAR KESARKAR

Got PLACED at
WAT CONSULT

Designation -
Analytics Executive

Congratulations

Akshata Amol Bamne

Got PLACED at
ALTIOS

Designation - Digital
Marketing Associate

Congratulations

Manvi Shripal Jain

Got PLACED at
DMA YELLOW WORKS

Designation - Business
**Development & Project
Manager**



Aditi Pandit

Got PLACED at
Puretech Digital

Designation - SEO &
**Social Media Account
Manager**

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Kunjal Doshi

Got PLACED at
MAGNIK INDIA

and many
more

Congratulations

Tarak V Shah

Got PLACED at
Dukaan Dost

Designation -
Marketing Manager

Congratulations

Namrata Singh

Got PLACED at
THE DIGITAL BABU

Designation - Social
Media Intern



Parth Gawade

Got PLACED at
INDIAN GIFT PORTAL

Designation - Social
Media Marketer





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Why Choose Us?

100% PRACTICAL TRAINING
 BASIC TO ADVANCED LEVEL
 BEGINNER TO EXPERT LEVEL

15+ YEARS OF EXPERIENCE
 PATIENT & EXPERIENCED FACULTY
 AGENCY STYLE TRAINING

LIVE PROJECT & Assignments
 INDUSTRY RELATED PROJECTS
 PRESENTATIONS & SUBMISSIONS

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 INTERNSHIP OPPORTUNITIES
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All Modules are taught

✓ **BASIC to ADVANCED LEVEL**

✓ **BEGINNER to EXPERT Level**

	100% Practical Course Work on LIVE Projects
	Learn How to Start a Digital Marketing Agency
	Be a FREELANCER & Get Work from Home Options
	Give INTERVIEWS with Confidence in Interview Module
	CREATE DIGITAL MARKETING PLANS like an AGENCY
	Make Professional Quotations, Planners & Strategies

✓ Faculty is With YOU throughout the Duration of the Course

✓ Patient & Experienced Faculty with REAL Life Experience

✓ Your Trainer will Guide you through Every Assignment You Do!

✓ Every Project will be CREATED by YOU under Faculty Guidance

✓ Handle your Own Campaigns 80% Practical's

100% INTERNSHIP & Placement Assistance



Hashmit Manchada
 Social Media Executive
 SO CHEERS



Rohan Singh
 Manager-Digital Growth
 INFIDIGIT



Yash Bahkru
 Senior Media Executive
 GOZOOP



Dipesh Dodia
 Media Manager
 CHIMPZ INC



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Frequently Asked Questions



Q. Who Is Eligible to Apply For Advance Digital Marketing Diploma?

The ADMD course is meant for 10th Std, 12th Std Students, Under Graduates, Graduates, Young professionals, Job Seekers, Engineeres, Freelancers, and Small, Medium business startups - *Anyone with an "Interest of Creating a Business or Career Around Digital Marketing" - in age group of 15 to 50 years.*

Q. Can I Do Digital Marketing Course After 12th or while in College?

Yes Absolutely! You have the opportunity to pursue a digital marketing course right after the 12th grade. *The earlier you begin, the greater your chances of success.* There's no need for a specialized academic degree to get started in digital marketing. **All you need is a basic grasp of using a laptop, internet access, and decent English language skills.** *That's all it takes to embark on your journey in this field!*

Q. I Have Work Experience In A Different Field And Now I Want To Switch To Digital Marketing, Can I Apply?

Certainly! Yes, you can pursue digital marketing as an addon to your current profile. Your existing knowledge and skills in marketing will serve as a valuable foundation, giving you a head start in transitioning!

Q. Do I Need To Bring A Laptop To The Class?

We PROVIDE YOU WITH LAPTOPS. We have a **SETUP of over 100+ Laptops.**

Q. I Can Not Pay The Entire Fee In One Go And Would Like To Pay It In Installments.

WE HAVE EMI FACILITY & Installments. For Early Bird Discount, KINDLY CALL FOR THE OFFER OF THE MONTH.

Q. Will DMTI SOFTPRO Help Me Prepare For These Certification Exams?

YOU GIVE YOUR EXAMS & **GET CERTIFIED** IN **THE INSTITUTE ITSELF.** All Preparation, Training & Exams given in the Institute.

Q. Do You Provide Internship?

Certainly! **YES, upon successfully completing the program and passing the certification exams,** we offer assistance for full-time internships to freshers, undergraduate students, or anyone aspiring to build a professional career in digital marketing. *To secure the internship opportunity, you will need to pass the internship interview.*

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Real Batch Image

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Dadar / Matunga | Andheri |

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